

TESTING BREAKDOWN, LINKS TO HANDY RESOURCES



FOCUS ON TESTING 1 THING AT A TIME

Headlines will appear within a variety of written pieces: Web pages, Blog posts, Landing pages, Social ads, and more. *A/B or Split Testing* can determine which headline generates the best results for a given goal.



SET A GOAL FOR YOUR WRITTEN PIECE

what is it you want to accomplish by writing it?

Views? Shares? Conversions? Sales? Engagement?

Define this goal clearly so you know what to measure to determine success.



TEST 2 VERSIONS EQUALLY

Pick 2 headline variations and test them both 50% of the time. This will help give both options an equal chance to succeed. It will also make the data for each one easier to compare.



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You might decide you want to test headlines, call to action button colors, and page layout - which is great. Just don't test them all at the same time. Don't test one version of a page against another version with multiple differences - you won't know which difference had the greatest effect on the data. Keep everything the same and test 1 element at a time.



DON'T BE DISTRACTED BY METRICS THAT DON'T SIGNAL SUCCESS.

For example, you might test 2 headlines for a landing page with a signup form.

1

Get the latest financial news from the industry's top source.



2

Daily financial insights just for you.



The goal of this landing page is to get a specific conversion: **newsletter email subscriptions.**



Through your testing process, Version 1 might end up with 100 views; Version 2 might get 75. However, you're not testing for views - you're testing for conversions. You might find Version 2 converted **60%** of visitors to subscribers while Version 1 only converted **33%**. Stay focused on your goal to understand which headlines do the job you want.



What could a testing process look like? You could do a test in a number of different ways depending on which environment you feel most comfortable with:



Use Google Analytics to run a Split Test experiment, testing 2 headlines for the same page. See which version generates the most conversions, engagement, or some other result you want to produce.



On Twitter, publish a tweet (Headline Version 1) with a link to a blog post. Track the results: shares, likes, comments, and click throughs. A week later, publish a different tweet (Headline Version 2) and link to the same post. Track the differences between the data of those 2 tweets to see which version drove the most traffic.



Publish a Facebook Ad with 2 versions of a headline that links to a page on your site. The one with a higher click-through rate is your winner.

There are many platforms and tools you could use to create and test your marketing pieces:

- **Google Analytics** - <https://www.google.com/analytics/optimize/features/>
- <https://www.getresponse.com> (<https://www.getresponse.com/>)
- <https://www.leadpages.net> (<https://www.leadpages.net/>)
- <https://www.optimizely.com/>
- <https://www.kissmetrics.com/>
- <https://instapage.com> (<https://instapage.com/>)